

Introducing a Unique Canadian
Industrial and
Mining Enterprise . . .



AR12

FEB 27 1958

INTERNATIONAL CERAMIC MINING LIMITED

INFORMATIONAL
BROCHURE
JANUARY

1958



CAPITALIZATION
(at July 15, 1957)

Authorized (\$1.00 par value) - - - 3,000,000 shares
Issued - - - - - 2,600,193 shares

399,807

TRANSFER AGENT AND REGISTRAR
STERLING TRUSTS CORPORATION,
372 Bay Street, Toronto, Ontario

AUDITORS

WILLIAMSON, SHIACH, SALES, GIBSON & MIDDLETON,
103 Richmond Street West, Toronto, Ontario

CONSULTING ENGINEER

JAMES A. ELLIOT, B.A.Sc., P.Eng., Toronto, Ontario

Head Office

577 Eglinton Ave. W., Toronto, Ontario

Mine Office

Melissa, Ontario (Near Huntsville)

INTERNATIONAL CERAMIC

INCORPORATION

International Ceramic Mining Limited (N.P.L.) was incorporated on the 31st day of July, 1945, under the authority of Part XI of the Companies Act, Province of Ontario, Canada.

MINING LIMITED

Of all the words in the English language, few are as overworked as "unique". Yet in many respects this is the only word to apply to the great deposits operated by International Ceramic Mining Limited. One of the world's leading authorities, Dr. George Addison Bole, Director of Engineering, Ohio State University, who came to look a few years ago decided to stay, as a director, commenting that "there is nothing like it in the world."





BY WAY OF INTRODUCTION

Because of the incredible richness of the Pre-Cambrian Shield, which covers most of Canada, investors are in the habit of thinking of Canada's profit-making resources in terms of metals and oils. However, there are many other natural resources which are of great importance . . . and because they are also essential to our everyday living, these deposits form an extremely lucrative part of our economy.

Just to name a few examples, salt mining is a major Canadian industry. Since most people use salt at every meal, and because rock salt is important in the raising of cattle and the curing of fish, there is no glamour attached to salt—we simply take it for granted. Yet vast fortunes have been made from salt.

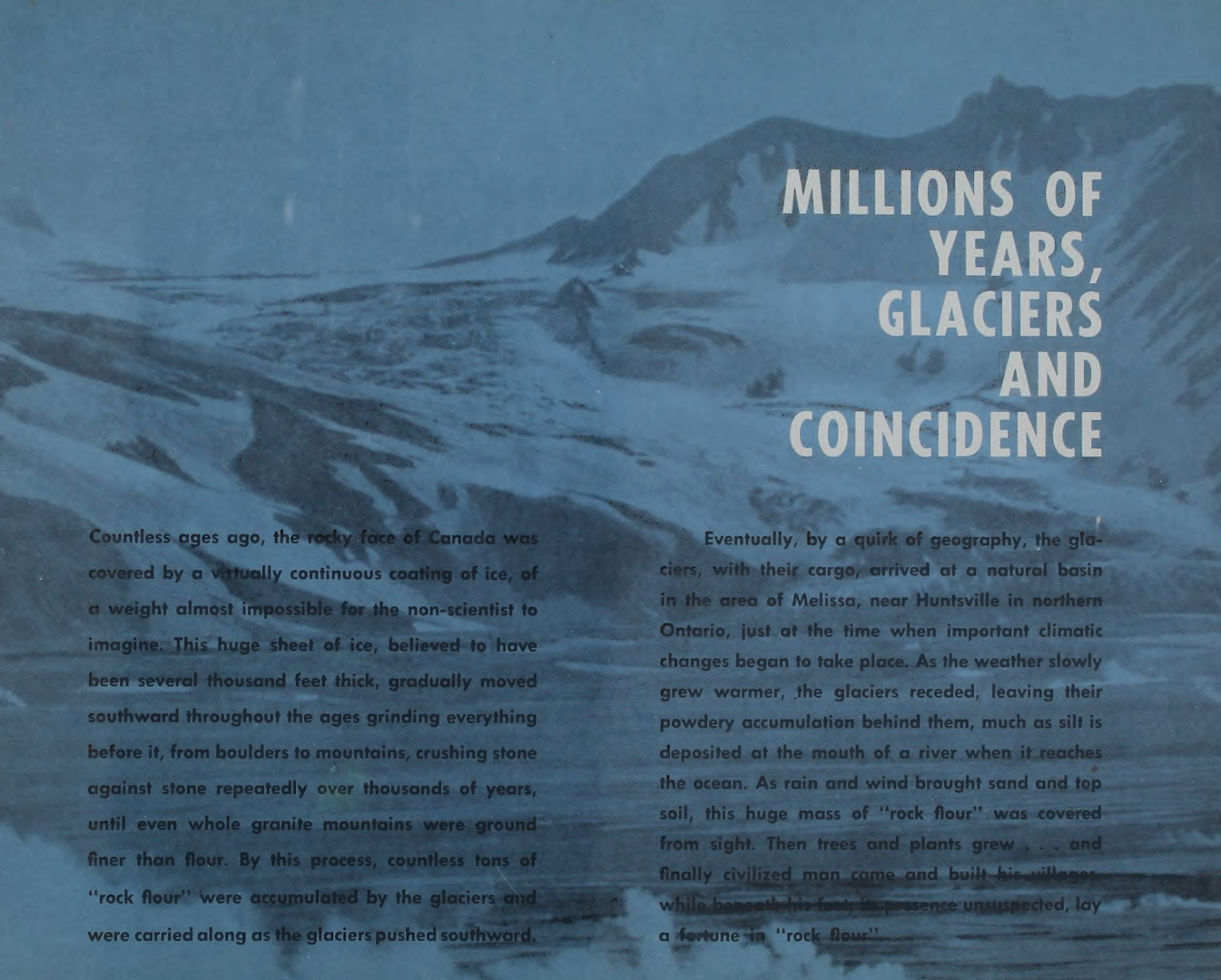
The same goes for clay, which is used in making bricks; or for gravel, which goes into most of our highways; or for limestone, which becomes cement; or for granite, which is an important building material.

Very rarely do these commonplace materials provide exciting market headlines . . . but at the same time, very rarely do these industries show the violent fluctuations and financial risks which are part and parcel of the more spectacular metals and oils. These commonplace materials provide investors with a steadily rising income, year in and year out.

The reason? They supply certain basic human needs that are as constant as the rising of the sun and will likely last as long. Man can do without gold and diamonds . . . but he must have food and shelter, and along with them, utensils from which to eat and drink.

The purpose of this brochure is to inform the public about another of these vital deposits—one that is intimately linked with continuing human needs and demands.

Such a company is INTERNATIONAL CERAMIC MINING, which has operated for some time on a test basis but is now, since its products have received approval from Canadian, federal and municipal authorities, planning a large scale expansion to meet the growing demand. Nearly everybody is aware that Canada possesses the world's largest nickel, uranium and titanium deposits. Not so generally realized is the fact that INTERNATIONAL CERAMIC holds the world's largest known deposits of another material, as important as the other three, at least for the basic necessities of living. The following pages tell the full story.



MILLIONS OF YEARS, GLACIERS AND COINCIDENCE

Countless ages ago, the rocky face of Canada was covered by a virtually continuous coating of ice, of a weight almost impossible for the non-scientist to imagine. This huge sheet of ice, believed to have been several thousand feet thick, gradually moved southward throughout the ages grinding everything before it, from boulders to mountains, crushing stone against stone repeatedly over thousands of years, until even whole granite mountains were ground finer than flour. By this process, countless tons of "rock flour" were accumulated by the glaciers and were carried along as the glaciers pushed southward.

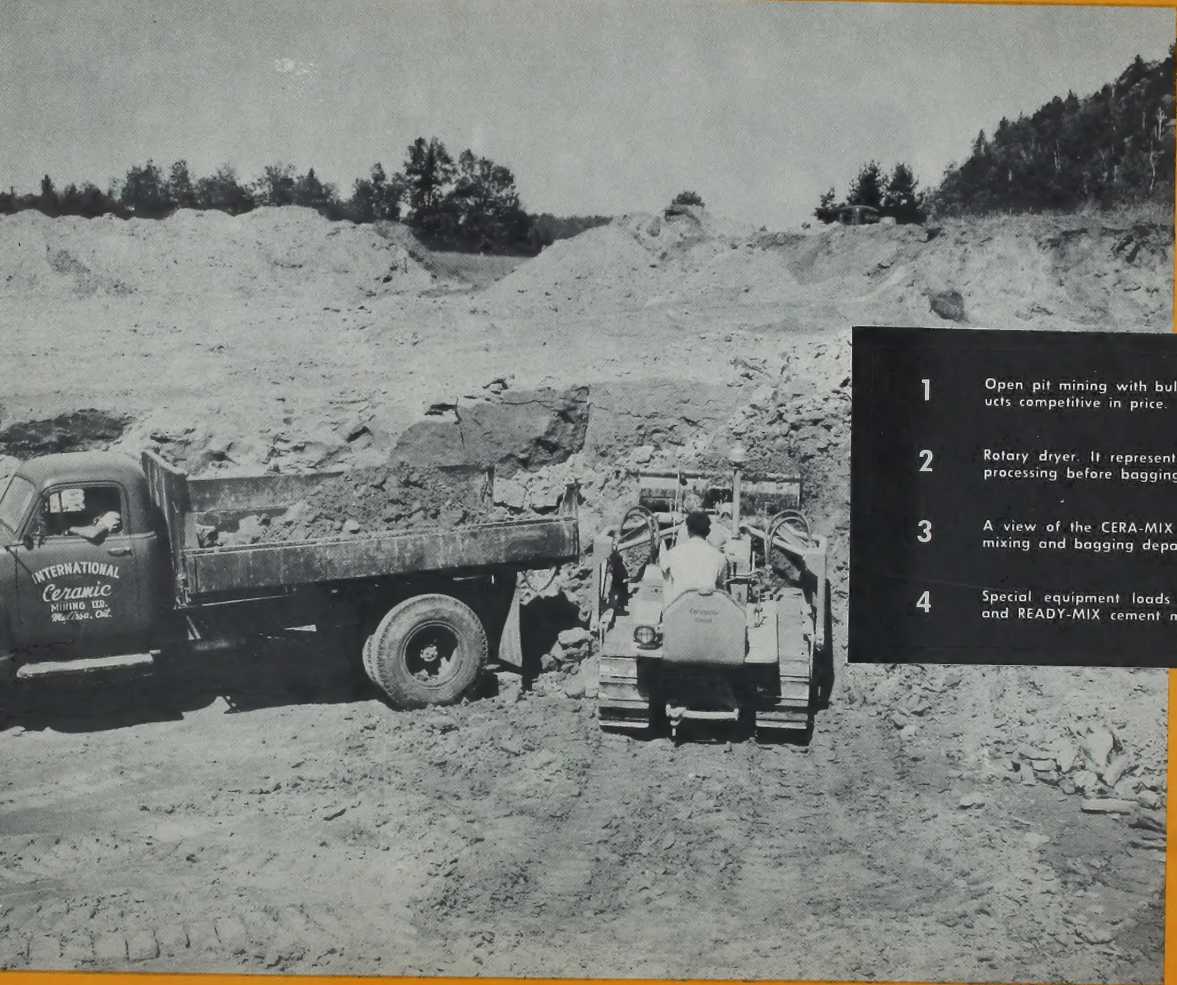
Eventually, by a quirk of geography, the glaciers, with their cargo, arrived at a natural basin in the area of Melissa, near Huntsville in northern Ontario, just at the time when important climatic changes began to take place. As the weather slowly grew warmer, the glaciers receded, leaving their powdery accumulation behind them, much as silt is deposited at the mouth of a river when it reaches the ocean. As rain and wind brought sand and top soil, this huge mass of "rock flour" was covered from sight. Then trees and plants grew . . . and finally civilized man came and built his villages, while here at his feet, his presence unsuspected, lay a fortune in "rock flour."

THE DISCOVERY

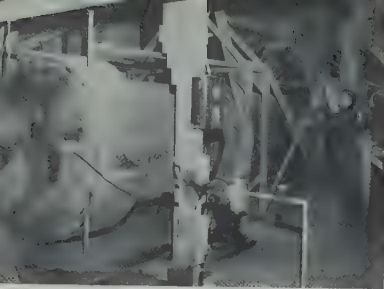
Prior to World War II a Mr. Hodges, an English ceramic expert, moved into the area in the hope of improving his wife's health. One day while the builders were digging the foundations for his new home, Hodges suddenly became aware of what happened to the wet soil from the excavation after sun and wind had begun to dry it . . . and recognized it immediately as being the finest rock flour or ceramic clay yet seen by man. Ironically, he died shortly after this . . . the greatest discovery of his life . . . and was unable to proceed with plans for marketing the revolutionary building material.

However, a private financial group learned of the deposits, and fully aware that because of immigration and increasing industrialization the market for building materials is virtually unlimited . . . they financed the early exploratory operations. Eventually an agreement was reached whereby INTERNATIONAL CERAMIC MINING LIMITED was formed to develop and market the deposit, which occurs in several blocks totalling some 650 acres.

Like some other well-known and highly valuable mineral "strikes", the tremendous rock flour deposits of International Ceramic Mining were discovered by a lucky accident . . . the kind of one-in-a-million chance happening from which handsome profits have been made.

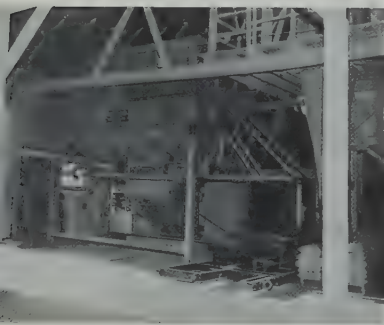


- 1 Open pit mining with bulldozers makes products competitive in price.
- 2 Rotary dryer. It represents the final stage of processing before bagging.
- 3 A view of the CERA-MIX storage bins in the mixing and bagging department.
- 4 Special equipment loads bags of CERA-MIX and READY-MIX cement mortar for shipment.

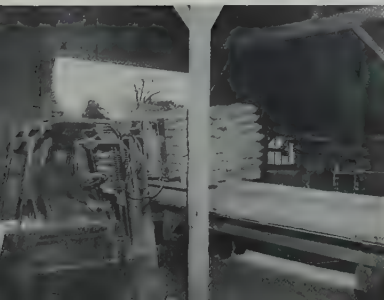


INITIAL DEVELOPMENT

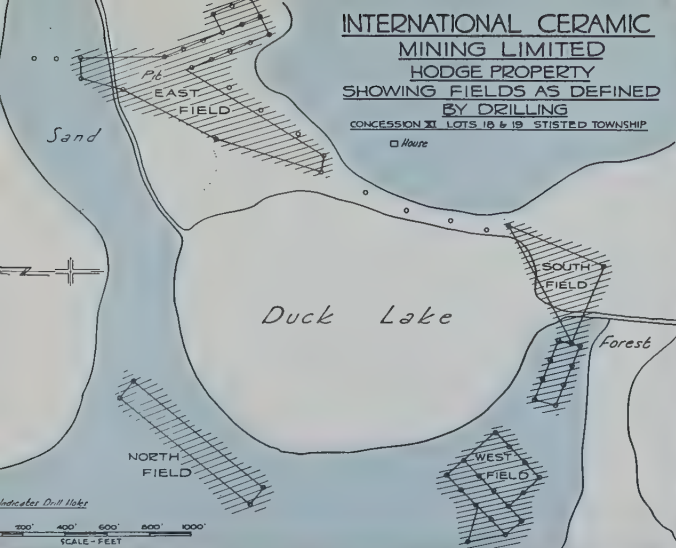
A limited amount of drilling was carried out on the company properties — but it was sufficient to prove up 1,500,000 tons of pure rock flour with indications of a further 5,000,000 tons — enough to meet potential market needs for many years. Following this, a pilot processing plant (of test size only) was built, bagging and drying machines, trucks and bulldozers acquired, and the company was launched in a business with unlimited possibilities.



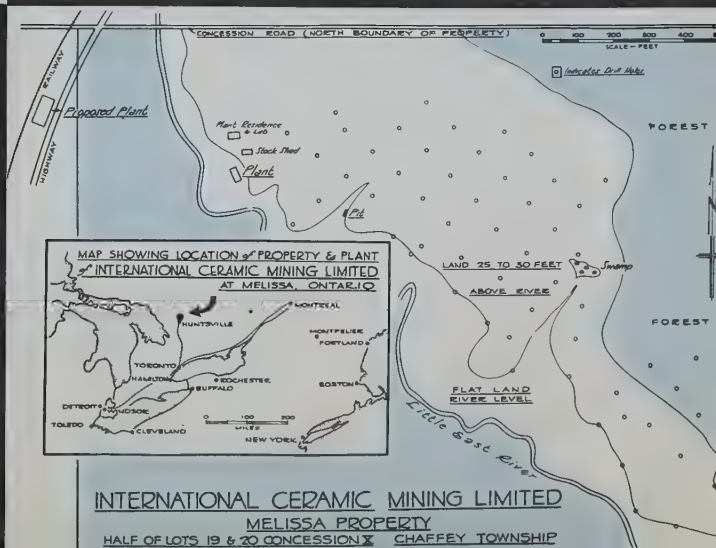
INTERNATIONAL CERAMIC MINING, in fact, found itself to be more of an industrial company than a mine. The mining could scarcely be more simple. Bulldozers merely scrape off the relatively thin overburden exposing the wet and compacted rock flour. After it has been exposed to the sun and air to remove much of the excess moisture, it is then taken to the mill by conveyor belt, where by a simple air separation process the various sized particles are sorted and dropped into separate bins for bagging. This material is the only known one of such extreme fineness (minus 200-300 mesh) that no grinding process is necessary to mill the final product.



Another exceedingly favourable feature of the company's operation was the easy accessibility to transportation, electric power and markets. The present plant is within 300 yds. of the railway and main highway and is located only 150 miles from the main market for its products in the Toronto area.



THE COMPANY'S MELISSA & HODGE PROPERTIES



INTERNATIONAL CERAMIC MINING LIMITED
MELISSA PROPERTY
 HALF OF LOTS 19 & 20 CONCESSION X CHAFFEY TOWNSHIP

OFFICERS AND DIRECTORS

President - - - - - **CLARENCE W. KITCHING, President,**
Hubland Developers Ltd., Toronto.

Vice-President - - - - - **KENNETH WOOD, President,**
Kenwood Appliances Ltd., Toronto.

Secretary - - - - - **C. J. MASON, C.A., President,**
Western Sand & Gravel Ltd., Toronto.

Today's complex mining and industrial operations require the utmost in experienced and skilled management. International Ceramic Mining Limited is a true contemporary of modern Canadian business. Its officers and directors being men of prominence and good standing in the commercial world.

W. CARL CANNON, President and General Manager,
Finnish of Canada Ltd., Toronto.

C. P. LONGFELLOW, President and General Manager,
Canada Electric Co. Ltd., Toronto.

DR. GEORGE A. SOLE, Director of Engineering,
Ohio State University.

ROBERT E. FAIRBairn, Sales Manager,
Hubland Developers Ltd., Toronto.

HOWARD L. KORTIC, Professional Engineer,
Toronto.

C. J. BRIDGES, Professional Engineer,
Toronto.

The new FRIGIDAIRE of CANADA plant
outside Toronto was built with CERA-MIX.



This is a large industrial building in Ontario.
All mortar was made with CERA-MIX. This is an
indication of the wide market that exists for
INTERNATIONAL CERAMIC products.



Pictured here is a large industrial plant in Eastern
Ontario, in which CERA-MIX was used. This
product, specifically approved by many engineers,
has proved its worth in many buildings.





+

CERA-MIX

=



International
Ceramic
Products...
prove
their worth
in the
construction
industry

The first product which INTERNATIONAL CERAMIC offered to the construction industry was CERA-MIX which quickly won wide acceptance. It has been proven on its merits in recognized testing laboratories whose approval is acceptable everywhere . . . and in the field. In addition, it has been granted specific approvals by the City of Toronto, the Central Mortgage and Housing Corporation and the engineering departments of many other municipalities.

CERA-MIX when used as an additive to cement or mortar or plaster, offers many advantages not the least of which are increased strength, finer surface, and resistance to water, shrinking and cracking.

Added to a concrete mix, CERA-MIX increases the density with equivalent strength of the finished product. Thus producers of concrete blocks, poured concrete and pre-stressed concrete materials are in a position to benefit greatly and save money. In big business, like the construction industry, these factors are of the upmost importance.

Tests conducted at the University of Toronto have proved that rock flour of the quality of CERA-MIX adds upward of 25% to the strength of mortar mixes by replacing the lime with CERA-MIX. And the use of CERA-MIX in plaster mixes provides what a construction expert has termed "the finest plaster, and Stucco material ever used".

All these factors have brought the company to its present stage of realization that the demand for CERA-MIX far exceeds the rate of supply. The present pilot plant has been working at full capacity to meet requirements, shipping truckload after truckload of material to some of Canada's largest building material suppliers.

INTERNATIONAL CERAMIC MINING has reached the point of no return . . . the company can now proceed in only one direction . . . immediate and rapid expansion of its present mining and distribution facilities.

Results of tests carried out by —

CANADIAN INSPECTION & TESTING COMPANY LIMITED

ENGINEERS AND CHEMISTS
(Research Department)

52, YORK STREET, TORONTO, ONTARIO

	CEMENT MORTAR WITH HYDRATED LIME	CEMENT MORTAR WITH CERA-MIX
CEMENT HYDRATED LIME CERA-MIX SAND Water	1 BAG 1 CUBIC FOOT — 6 CUBIC FT. 9.8 GALS.	1 BAG — 1 CUBIC FOOT 6 CUBIC FT. 8.7 GALS.
7 DAY STRENGTH	440 490 490 — 470 Average Strength in Pounds Per Square Inch	1560 1590 1580 — 1580 Average Strength in Pounds Per Square Inch
28 DAY STRENGTH	470 350 490 — 440 P.S.I.	2060 2370 1980 — 2140 P.S.I.



Courtesy of Canadian Industries Ltd.

An agricultural plane skims over a tobacco field in the Delhi, Ontario area, spouting a special aerial formulation of the insecticide Endrin for the control of the tobacco hornworm. Aerial spraying or dusting by plane is increasing each year across Canada as the newest method of controlling weeds, insects and plant diseases which cause millions of dollars damage annually to the Canadian crop.

The rapid growth in both population and industrialization which has taken place in North America, and especially Canada, during the past decade or more has placed an extra burden on the remaining agricultural land to produce more food per acre, to get bigger crops from the same amount of ground. A notable example is the Niagara fruit belt, one of the finest in the world, where factory after factory and housing development after housing development are replacing orchards and vineyards at a rate some agricultural authorities consider alarming. To a lesser degree, the same thing has been happening to other valuable fruit and vegetable-growing areas.

Two Ways of Increasing Production

There are two main ways of increasing fruit and vegetable production. One is to destroy the natural enemies of the plants — insects and fungus parasites. The other is by fertilization of the soil.

One of the most effective ways of combatting insect and fungus parasites is by the use of specially developed insecticides and fungicides, which kill the parasites without harming the plants. For agricultural operations

HOW INTERNATIONAL CERAMIC HELPS AGRICULTURE

of any considerable size, it has been found that a most economical and practical method of achieving this purpose is by means of dusting or spraying from a low-flying small aircraft.

The main problem here is that these compounds require a "filler" or base, and that sometimes the base material is so coarse or irregular in nature as to clog the outlets of the aircraft's spraying or dusting equipment. Through another of its products — "Micro-Fill" — INTERNATIONAL CERAMIC has come up with a highly efficient, economical and virtually foolproof answer.

Makes Dusting Easier

Because of the fact that Micro-Fill is made from air-floated rock flour of unsurpassed fineness and evenness of grade, it has been found highly successful as a carrier for insecticides and fungicides, never clogging the outlet from the aircraft.

Dusting and spraying can often make the difference between a successful crop and a failure. For that reason the management expects a widening market as increased production facilities become available.

RESEARCH ...today



Research is a practice that no major business can afford to overlook today.

It is a natural development in a free, competitive economy . . . where constant emphasis is placed on the new, the better, the more useful and beneficial.

The research staff of INTERNATIONAL CERAMIC is constantly at work developing new commercial uses for rock flour . . . and so far, has developed three new products of major market importance.


READY-MIX MORTAR . . . Rock flour plus other dry ingredients come ready mixed in scientifically correct proportions for maximum efficiency. This new product fills a definite and growing need, saves time and money.

MICRO-FILL . . . Made from air-floated rock flour of unsurpassed fineness and evenness of grade, it is used by Canadian Industries Ltd., (Canadian affiliate of E. I. Du Pont De Nemours) as a highly successful carrier for insecticides and fungicides; never clogging the outlets of dusting and spraying equipment.

CERAMI-SPAR . . . The finest ceramic clay that can be used in the making of earthenware. And because the individual particles are so exceedingly fine, the product can also be used for glazing of earthenware.

ICM

PROFITS... tomorrow



The full extent of the market for the various I.C.M. products has not yet been fully probed. Previous pages of this brochure have stressed only three major markets . . . the building trade, agriculture and the ceramics industry. Yet it is already known that there are many other potential markets. To mention only a few, rock flour of this fineness can be used as a filler for enamel paints, in the glass industry, in the manufacture of insulating materials and the coating of certain types of paper. Yet these profitable markets have not been fully explored because the three main outlets are up against demands which far exceed the production capacity of the present mill. However, in the light of future plans for expansion, it is not difficult to conceive that I.C.M. is destined to play a major role in filling some of Canada's most fundamental needs.



ICM

PLANS



FOR INTERNATIONAL CERAMIC

In the early years, while the Company's new products were being introduced on the various markets, the existing mill proved adequate. Today . . . the mill and processing plant are pushed to capacity. Therefore, in order to take advantage of the expanding market for I.C.M. rock flour products, very considerable productive capacity must be provided as quickly as possible.

With this in mind, the Directors have entered into an agreement which will allow for the completion of a new mill and processing plant by the early summer of 1958. Plans are also underway for the installation of open-pit, drag-line equipment and for the expansion of the present drying and bagging facilities so that 24 hour per day production can commence as soon as possible.

Since this new processing plant will be of both simple and modern design, mining costs will remain low. This is especially true as there is ample supply of manpower available in the area, and the property is served directly by rail, highway and ample electric power.

These enlarged production facilities will increase by 10 times the present volume or 1,500 tons per month. The estimate of 15,000 tons monthly by 1958 will mean that I.C.M. will be producing about \$360,000 per month in rock flour to cover the Ontario and Quebec construction market.

The Gazette

FOUNDED JUNE 3, 1778

MONTREAL, WEDNESDAY, JULY 10, 1957

In looking back over the year, one must be faced. The Western World has discovered that its power to itself. Russia has even alarmingly—d.

There are still "possibilities."

But the hope lies in the

It is not

combinations as I

to "end."

It is new

See

It is

just on

call

Stucco, m.

and

vers, will have

formation

the opinions of those who know the most.

And what they know is

A committee was summoned by

the committee was

M. Gavin, Chief of Army Research and

you can throw approximately 2,000 pounds over an immense distance.

Some of them are to and they have the hydrographic method, the thing that the thing up there

Firm To Raise Output, Sales Of Rock Flour

Toronto Plans for expanding its mining and marketing facilities to serve a potential market in the building materials field in Ontario and Quebec have been announced by International Ceramic Mining Ltd., following listing of its stock on the Canadian Stock Exchange in Montreal.

Established in 1945, the company thus far has been operating with a small pilot mill to test processing methods and develop applications of its product, variously known as rock flour, granite silt or ceramic spar. Officials of the company believe its deposits near Huntsville, Ont., form the largest known accumulation of granite silt and the only one of sufficient size to warrant commercial development.

Limited diamond drilling to date has established 1,250,000 tons in the deposit, with indications of a further 5,000,000 tons, the company says. Being marketed under the trade name of Cera-Mix, the rock flour has been developed as an additive to mortar, plaster, concrete and other building compounds to make them more water resistant, firmer in bonding and of higher strength. It can be used also in insulation, the chemicals and paint industries, ceramics and various building uses.

The company plans to expand output by up to 10 times present volume, making it possible to turn out up to 15,000 tons (\$360,000) a month by 1958. Authorized capitalization of the company is 3,000,000 shares of which 2,600,193 have been issued, including 900,000 shares of vendor stock in escrow.

Johnson asked Gavin this question:

De... I think it is from the... were not in space first?

General Gavin: Yes, indeed

The Montreal Star

MONTREAL THURSDAY, JULY 11, 1957

Senator Johnson: General, I said you measured your words. You think we are in a military capacity at the moment?

General Cassin: In the broad spectrum, and considering how it is applied, I would say yes.

Senator John Diefenbaker: Ceramic Company Plans Expansion

Senator Diefenbaker:

General

Hong

ment. B

deeply a

measured

is his consi

Testimony of

was given by Dr. von

Director of Development for the

Army Ballistic Missile Agency.

Dr. von Braun believes present Russian rockets could deliver hydrogen bombs.

Senator Johnson: Did I understand

cision.

And that wrong came from not looking far enough ahead. In the sort of defense that must be had under modern scientific conditions, short-term planning will never be enough. This is another witness, Mr.

Commander of the Agency. He put

ty should al-
thing out that
possibility.

atives must be out
years ahead, things we

do in 15 years. We must

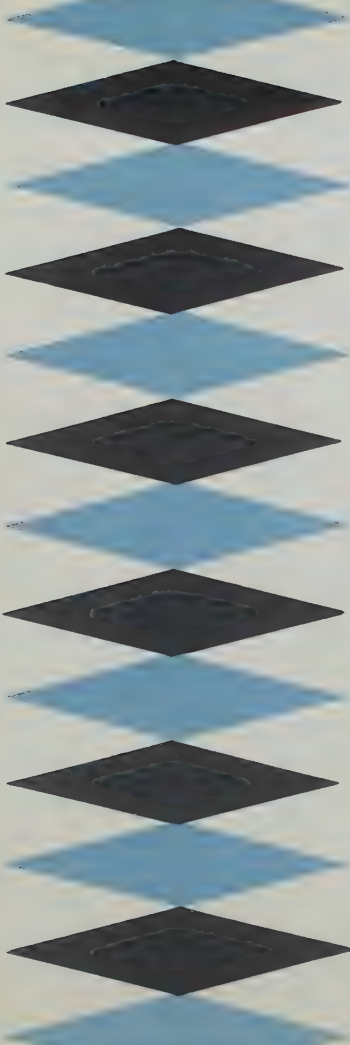
ing towards these constantly

about any holdbacks in terms of a re-

decision, a redecision, a redecision."

Under such conditions, it is the use-

less knowledge that may prove most practical. It might have seemed that satellites orbiting around the earth would be a sort of astronomer's plaything mar-




BY WAY OF EPILOGUE

The management of International Ceramic Mining Limited are investing in Canada's phenomenal growth, and through this company policy, the shareholders are doing likewise.

As has already been pointed out, the company has deliberately catered to those markets which are mostly concerned with the rate of this country's increase in both population and real wealth. This is no place for national statistics, the most important of which are already familiar to all well-read persons. Even in broad outline everyone is aware of the burgeoning growth of our cities in recent years as new industry followed new capital.

Canada's present building boom, which shows little sign of abating, offers an almost unlimited market for the rock flour products of I.C.M. Thus the investor in I.C.M. has the positive knowledge of participating in a company with a great potential ahead of it.



WHAT ICM OFFERS ITS STOCKHOLDERS

A UNIQUE ENTERPRISE

According to present knowledge there is nothing like the I.C.M. rock flour deposit anywhere else in the world. This fact gives its products a competitive advantage, both in quality and price, which is an important factor in the Company's profit potential.

GOOD MANAGEMENT

The Board of Directors consist of successful business men, a number of them in fields of activity which represent important markets for I.C.M. products. They operate the Company as an industry, with a view to making as much money as possible for the shareholders over a long period of years. The Company is well situated for its projected expansion program.

PROVEN WORTH

Shares of I.C.M., listed on the Canadian Stock Exchange, provide a participation in a solid and expanding industry. The Company has been established for a decade and during that time has not only made a place for itself but is now about to embark on a major expansion.

PROFIT POTENTIAL

Despite the low selling cost of its products, the Company's mining, processing and transportation costs are so low as to provide an exceptionally wide profit margin. With a proven deposit of 1,500,000 tons of rock flour, which sells at \$20 per ton, this represents a potential gross profit of \$30,000,000.00. In view of the Company's plans for expanded production by the summer of 1958 . . . the future holds great promise for International Ceramic Mining Ltd.

designed & prepared
by
samuel suliman

